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CLAIMS:

1. A method of labelling comprising providing a label, which is adapted to be detachably applied to a corresponding product, the method comprising applying said label to a product, the label comprising means comprising text and/or graphics inviting the user/consumer to detach a portion of the label in order to gain access to another portion of the label, said other portion of the label being likewise detachably applied to the product, and being initially protected from user access by said first portion of the label, and said method further comprising the step of providing on said other label portion text and/or graphics inviting the user/consumer to detach said other label portion in order to gain access to matter printed at its underside.
2. A method according to claim 1 wherein said product is a recyclable polymeric container for beverage, and said steps of label removal cause the label to be substantially entirely removed from said beverage container, which is thereby rendered fit for recycling.
3. A method according to claim 1 or claim 2, comprising the step of providing said other or second label portion printed with text and/or graphics on both its upper (or outer) and inner (or lower) faces, and by the step of providing said label first portion comprising at least a transparent or translucent portion in order to provide a user/consumer with visual awareness of the other or second label portion.
4. A label assembly adapted for use in a method according to any one of the preceding claims.

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5. A label-manufacturing press adapted to produce a web of labels comprising labels according to any one of claims 1 to 3.

5 6. A label assembly adapted to be applied to a beverage container such as a bottle, said label assembly being adapted to encircle the bottle, in use, at least one removable label portion being provided, which is adapted to be peeled or otherwise separated from the remainder of the label so as to enable a user to gain access to information or other matter, such as information relating to a game of chance, said first and second label portions being disposed, in use of the label, in superimposed laminar assemblage, at least the outer label element providing user-actuatable means, such as one or more tear lines or the like, to enable the user to commence peeling or otherwise removing a portion of the outer label element, said outer label element comprising a polymeric film or sheet material comprising a polymerised unsaturated hydrocarbon (such as polypropylene) having a coefficient of tensile extensibility greater than that of the corresponding polymerised ester (or polyester), such as polypropylene (or polyethylene) terephthalate, whereby the label element has an extensibility under conditions of use of the label in relation to bottles of carbonated beverage sufficient for the label element to be able elastically to extend to accommodate the expansion of the bottle under conditions of expansion of same under conditions of high ambient temperatures as affecting the pressure of the carbonated beverage.

7. A method of labelling a beverage container such as a bottle, said method comprising applying a label assembly to said container, said label assembly being adapted to encircle the bottle, in use, and comprising at least one

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removable label portion, which is adapted to be peeled or otherwise separated from the remainder of the label so as to enable a user to gain access to information or other matter, said method comprising applying said label assembly so that said first and second label portions are disposed, in use of the label, in superimposed laminar assemblage, and said method further comprising the step of providing at least the outer label element of said assembly comprising user-actuatable means, such as one or more tear lines or the like, to enable the user to commence peeling or otherwise removing a portion of the outer label element, said method further comprising providing said outer label element comprising a polymeric film or sheet material comprising a polymerised unsaturated hydrocarbon having a coefficient of tensile extensibility greater than that of the corresponding polyester, whereby the label element has an extensibility under conditions of use of the label in relation to bottles of carbonated beverage sufficient for the label element to be able elastically to extend to accommodate the expansion of the bottle under conditions of expansion of same under conditions of high ambient temperatures as affecting the pressure of the carbonated beverage.

8. A method of labelling beverage bottles adapted to contain a carbonated or otherwise pressurised beverage, said method comprising the step of applying a label to each bottle, said label comprising at least one partially or fully-removable label portion, such as a sticker or other promotional device, the method further comprising the step of providing said removable portion by the provision of removal means comprising a tear-line or like indicated device, and said method further comprising the step of providing said label itself constructed so as to be able to resist the effect of the expansion of the bottle by the

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construction of the label comprising, at least in the outer or upper layer of the label, a polymer having an index of tensile extensibility value which is greater than the corresponding extensibility of the bottle itself.

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9. A peelable label for a beverage bottle or other product, which, when peeled, leaves peelable stickers or the like in defined places on the product.

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10. A method for labelling a product such as a beverage bottle, comprising the steps of applying a label assembly to such product, peeling a first label portion therefrom, such first peeling step causing said first and outer label portion to be removed, while leaving adhered to the product at least two peelable spaced second label portions.

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11. A method according to claim 9, comprising providing said product in the form of a plastic beverage bottle, and the further step of peeling from said bottle at least one of said spaced second label portions, so as to leave said bottle ready or nearly ready for recycling.

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12. A label assembly adapted for use in a method according to claim 9 or claim 10.

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